



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Inventor: CRISTOFALO et al.

Appl. No.: 09/852,229

Group Art Unit: 2611

Filed: May 8, 2001

Examiner: Faile, Andrew I,

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Technology Center 2600

For: TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND
OTHER PROGRAMMING BY MAKING BANDWIDTH TRADEOFFS

Commissioner for Patents Washington, D.C. 20231	Express Mailing Label Number: <u>EV 156 917 309 US</u> -
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	Name: <u>Jane Lalis</u> /DORSEY & WHITNEY LLP Signature: <u>Jane Lalis</u>

INFORMATION DISCLOSURE STATEMENT
Under 37 C.F.R. § 1.97(b)

Sir:

In accordance with 37 CFR 1.56, the references listed on the attached form PTO-1449 are being brought to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application. Copies of the cited documents are enclosed.

The references cited on the attached PTO-1449 were cited in an International Search Report dated July 23, 2002, of corresponding PCT Patent Application No. PCT/US02/13408. A copy of the International Search Report is enclosed herewith.

Statement Under 37 CFR 1.97(e)

The undersigned hereby certifies that each item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement. The relevance of the cited references is included in the International Search Report.

Pursuant to 37 C.F.R. § 1.97, no fees are due with respect to this filing. However, if any fees are deemed necessary, such fees may be charged to Deposit Account No. 04-1415

Dated: August 13, 2002

Respectfully submitted,



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Enclosures



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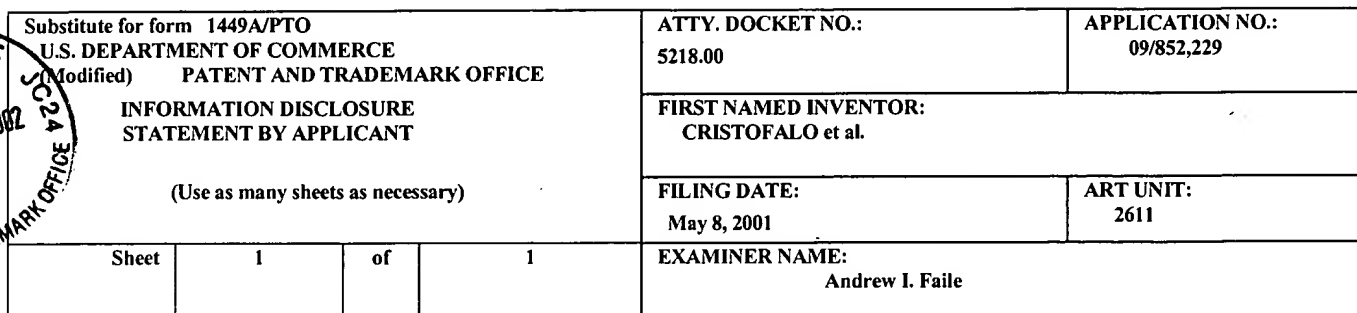
Technology Center 2600

Sir:

The undersigned hereby certifies that the attached **INFORMATION DISCLOSURE STATEMENT UNDER 1.97(b), FORM PTO-1449 AND COPIES OF CITED REFERENCES, COPY OF INTERNATIONAL SEARCH REPORT; RETURN POSTCARD, AND THIS CERTIFICATE OF MAILING BY EXPRESS MAIL**, relating to the above application, were deposited as "Express Mail," Mailing Label No. EV 156 917 309 US, with the United States Postal Service, addressed to Commissioner for Patents, Washington, D.C. 20231, on August 13, 2002.


Mailer

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next communication to applicant. ¹ Applicant's unique citation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov/MPEP901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁵ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁶ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁷ Applicant is to place a check mark here if English language Translation is attached.